ORDER

104655 Orders Order / Rev: Alt Order #: 06835929 Product Desc: RNC - ROMNEY Estimate: 279 Flight Dates: 07/25/12 - 07/31/12 Primary AE: Amy McCreary Original Date / Rev: 07/24/12 / 07/26/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency -Name: **American Rambler Productions Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 138 Conant St. EOM/EOC Beverly, MA 02494 Agency Commission: 15% RNC/Romney for President + & VISE Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC03 Order Separation: 00:15:00

Bill Plan

Priority:

Revenue Codes:

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	76	\$87,450.00	\$74,332.50
07/30/12	07/31/12	33	\$32,400.00	\$27,540.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	76	\$87,450.00	\$74,332.50	0.00
August 2012	33	\$32,400.00	\$27,540.00	0.00

\$119,850.00

\$101,872.50

0.00

109

Advertiser External ID:

Agency External ID:

Account Executives

Account Executive Sales Office Sales Region Start Date / End Date Order %

Amy McCreary Start Of Order - End Of Order 100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

l	Na	F.,	l	Б	O. 45							
	h Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 K	SNV 07/30/1	2 07/31/12	M-F 6-7a WakeU	lpw/Wa@M	6-7a	MT	:30	4	\$700.001	0.00 NM	4	\$2,800.00
			M-F 6-7a Wakel									
W	AKE W/WAG	NRS2 2X/DA	Y WITH MAX SE	5								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	k: 07/30/12	08/05/12	MT	4	\$700.00	0.00						
E 2 K	SNV 07/25/	2 07/27/12	M-F 6-7a WakeU	pw/WaQM	6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
			M-F 6-7a Wakel						********	2.22 7	·	42,100.00
W	AKE W/WAG	NRS2 1X/DA										
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 07/23/12	07/29/12	WTF	3	\$700.00	0.00						
E 3 K	SNV 07/25/	2 07/27/12	Today Show	CM	658a-9am	WTF	:30	6	\$1,400.001	0.00 NM	6	\$8,400.00
			Today Show		ocou oum	****	.00	•	Ψ1,400.001	0.00 14141		ψ0,400.00
TC	DDAY SHOW	2X/DAY WIT										
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 07/23/12	07/29/12	WTF		\$1,400.00	0.00						
~	SNV 07/30/		Today Show	CM	658a-9am	MT	:30		\$1.400.001	0.00 NM	,	\$5.000.00
L 7 IV	011007	12 0//3//12	Today Show	Civi	000a-sam	V	.30	4	\$1,400 .001	U.UU INIVI	4	\$5,600.00
тс	DDAY SHOW	2X/DAY W/IT										
	Start Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
Mee	k: 07/30/12	08/05/12	MT		\$1,400.00	0.00						
					· ·				4			
E 6 K	SNV 07/25/	12 07/27/12	M-F Today Show		9-10a	WTF	:30	3	\$500,001	0.00 NM	3	\$1,500.00
Τ.	SERVICE ON	0.47/0.47	M-F Today Shov	V II								
IC	DDAY SHOW											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						

Totals

Print Date: 07/26/12 10:50:41

KSNV

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Order / Rev:

104655

Advertiser:

Estimate:

RNC/ Romney for President

Alt Order #: Flight Dates: 06835929

07/25/12 - 07/31/12

Product Desc:

RNC - ROMNEY

279

Ch l n Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount KSNV E 6 07/25/12 07/27/12 M-F Today Show II 3rd H0M 9-10a --WTF--:30 \$500.001 0.00 NM 3 \$1,500,00 M-F Today Show II TODAY SHOW 2 1X/DAY Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 07/23/12 07/29/12 \$500.00 0.00 E 7 KSNV 07/30/12 07/31/12 Olympics Daytime Week@M 9am-4pm MT----:30 6 \$1,200,003 0.00 NM \$7.200.00 Olympics Daytime Weekdays OLY DAYTIME 3X/DAY WITH MAX SEP Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 \$1,200.00 6 0.00 E 8 KSNV 07/25/12 07/27/12 M-F Today Show III 4th BM 10am-11am --WTE--:30 3 \$325.001 0.00 NM 3 \$975.00 Today 4th Hour **TODAY SHOW 3 1X/DAY** Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 --WTF--\$325.00 0.00 KSNV 07/25/12 07/27/12 Noon News CM 12-1230pm --WTF--:30 6 \$425.001 0.00 NM 6 \$2,550.00 Noon News NEWS AT NOON 2X/DAY WITH MAX SEP Start Date **End Date** Weekdavs Spots/Week Rate Rating Week: 07/23/12 07/29/12 --WTF--\$425.00 0.00 E 10 KSNV 07/25/12 07/27/12 Days of our Lives 1258p-2pm CM --WTF--:30 3 \$425.001 0.00 NM 3 \$1,275.00 Days of our Lives DAYS OF OUR LIVES 1X/DAY Start Date **End Date Weekdays** Spots/Week Rate Rating 07/29/12 -WTF--Week: 07/23/12 \$425.00 0.00 E 11 KSNV 07/25/12 07/27/12 The Doctors CM 2pm-3pm --WTF--:30 \$175.002 0.00 NM 3 \$525.00 The Doctors **DOCTORS 1X/DAY** End Date Start Date Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 --WTF--3 \$175.00 0.00 Spot Ch Date Range Description Weekdays Start/End Time Length Rate Rtg Type 1 KSNV 07/23/12-07/29/12 The Doctors 2pm-3pm ~-WThF----:30 (\$175.00) 0.00 NM See MG 11.4 [NEWS SPECIAL REPORT] 4 KSNV 07/27/12-07/27/12 The Doctors 2pm-3pm :30 \$175.00 0.00 NM (f) MG for 11.1 07/25 [MG] E 12 KSNV 07/25/12 07/27/12 Dr. Phil CM 3-4p --WTF--:30 3 \$450.001 0.00 NM \$1,350.00 Dr Phil DR PHIL 1X/DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 ~~WTF~-\$450.00 0.00E 13 KSNV 07/30/12 07/31/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MT----:30 \$700.001 0.00 NM \$2,800.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3-4 2X/DAY WITH MAX SEP Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 07/30/12 08/05/12 MT----\$700.00 0.00E 14 KSNV 07/25/12 07/27/12 News 3 at 4 (1/2 hr) CM 4-430p --WTF--:30 \$700.001 0.00 NM 3 \$2,100.00 News 3 at 4 (1/2 hr) FIRST NEWS 3-4 1X/DAY End Date Start Date <u>Weekdays</u> Spots/Week Rate Rating Week: 07/23/12 07/29/12 ~-WTF~-\$700.00 0.00 E15 KSNV 07/25/12 07/27/12 News 3 at 430pm CM 430-5pm --WTF--:30 6 \$700.001 0.00 NM 6 \$4,200.00 News 3 at 4:30PM NEWS 2X/DAY WITH MAX SEP Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 07/23/12 07/29/12 -WTF--6 \$700.00 0.00 E 16 KSNV 07/30/12 07/31/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MT :30 \$700.001 0.00 NM \$2,800.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 2X/DAY WITH MAX SEP Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating

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Order / Rev:

104655

Advertiser:

RNC/ Romney for President

Alt Order#:

06835929

Product Desc:

RNC - ROMNEY

Flight Dates:

07/25/12 - 07/31/12

Estimate:

279

	07/30/12	07/31/12	Inventory Code NEWS 3 at 4 (1)		Start/End Ti 4-5pm	me Days	Len Sp	oots Rate Pri 4 \$700.001	Rtg Type Sp	4	Amount \$2,800.00
E16 KSNV			4PM NEWS (1 he	•	(4:30 PM-5:00		.30	4 \$700.001	U.UU NIVI	4	\$2,800.00
		VITH MAX S									
<u>Sta</u> Week: 07/	rt Date	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$700.00	Rating 0.00					
			M-F Early News	CM	5-630p	WTF	:30	6 \$1,000.001	0.00 NM	6	\$6,000.00
		DAY WITH	M-F Early News	5	5 55 ¢p		.00	σ ψησοσ.σση	0.00 14141	Ü	ψο,σοφ.σι
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
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			M-F Early News M-F Early News	CM	5-630p	MT	:30	4 \$1,000.001	0.00 NM	4	\$4,000.00
		VDAY WITH		Chata MMa ale	Data	D-Ko.					
Sta Week: 07/	rt <u>Date</u> 30/12	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00					
			M-F Jeopardy	CM	630-7pm	WTF	:30	6 \$1,000.001	0.00 NM	6	\$6,000.0
			M-F Jeopardy		•			,		•	40,000.0
	RDY 2X/L rt_Date	AY WITH N		Cu ata Atta ale	D-4-	Define					
<u>อเล</u> Week: 07/		End Date 07/29/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$1,000.00	Rating 0.00					
			M-F Jeopardy	CM	630-7pm	MT	:30	4 \$1,000.001	0.00 NM	4	\$4,000.0
			M-F Jeopardy			•••	.00	τ φτ,οσσ.σστ	0.00 14101	7	ψ+,000.0
		A HTIW YAC									
<u>Sta</u> Week: 07/	<u>rt Date</u> รถ/รว	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u>	Rating					
E 21 KSNV				CM 4	\$1,000.00 7-730pm	0.00 WTF	:30	3 \$1,000.001	0.00 NM	3	#2 AAA A
221 110111	01720712	- 01121112	M-F Wheel of Fo		7-7 30piii		.50	3 \$1,000.001	O.OO INIVI	3	\$3,000.0
WHEEL	. 1X/DAY										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 07/ E 22 KSNV		07/29/12	WTF M-F Wheel	CM	\$1,000.00	0.00		2 24 222 224		_	
EZZ NONV	07/30/12	2 07/31/12	M-F Wheel of Fo		7-730pm	MT	:30	2 \$1,000.001	0.00 NM	2	\$2,000.0
WHEEL	1X/DAY			. tuno							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 07/		08/05/12	MT		\$1,000.00	0.00					
E23 KSNV	07/25/12	2 07/26/12	M-F News 3 at El		11pm-1135pi	mWT	:30	2 \$1,100.001	0.00 NM	2	\$2,200.0
NEWS	3 AT 11 1	X/DAY	W- News Jack	ieveii							
<u>Sta</u>	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 07/		07/29/12	WT		\$1,100.00	0.00					
E 24 KSNV	07/25/12	2 07/27/12	The Tonight Show	v CM	1135p-1237a	WT	:30	3 \$425.001	0.00 NM	3	\$1,275.0
TONITE	SHOW	NBC 1X/DA	Tonight Show Y								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/		07/29/12	WT	3	•	0.00					
E 25 KSNV	07/27/1	2 07/27/12	Olympics Late Ne		11pm-12:35a	nmF	:30	1 \$1,000.001	0.00 NM	1	\$1,000.0
	TE NIGH	т	Late News during	Olympics							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 07/		07/29/12	F	1	\$1,000.00	0.00					
E26 KSNV	07/27/1:	2 07/27/12	Olympics Openin	9 Cerei@M	730p-12a	F	:30	1 \$10,000.001	0.00 NM	1	\$10,000.0
0114.01			Olympics Openir	g Ceremony							
		EREMONY		Consta AA/a al-	Data	Detina					
<u>ان م</u> / Week: 07	<u>rt Date</u> 23/12	End Date 07/29/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$10,000.00	Rating 0.00					
			Olympics Primeti		7pm-12am	S-	:30	2 \$6,000,003	0.00 NM	2	\$12,000.0
					p ====	_		_ +-,	5,55 (11)	_	Ψ.2,000.0
E 27 KSNV			Olympics Primet	IIII							
E 27 KSNV OLY W	EEKEND	PRIMETIM	E		_						
E 27 KSNV OLY W	EEKEND	PRIMETIMI End Date 07/29/12		Spots/Week	<u>Rate</u> \$6,000.00	Rating 0.00					

Print Date: 07/26/12 10:50:42

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Order / Rev:

104655

Advertiser:

RNC/ Romney for President

Alt Order #: Flight Dates: 06835929 07/25/12 - 07/31/12 Product Desc:

RNC - ROMNEY

Estimate:

279

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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Olympics Late News 3 Late News during Olympics **OLY LATE NEWS** Start Date End Date Weekdays Spots/Week Rating Rate 07/29/12 ----S-Week: 07/23/12 2 \$1,000.00 0.00 E 29 KSNV 07/28/12 07/28/12 Olympics Daytime Week@M 4am-6pm ----S-:30 2 \$1,700,003 0.00 NM 2 \$3,400.00 Olympics Daytime WEEKEND OLY WEEKEND DAYTIME Start Date End Date Weekdays Spots/Week Rate Rating ----S-Week: 07/23/12 07/29/12 \$1,700.00 0.00 E 30 KSNV 07/29/12 07/29/12 Olympics Primetime СM ----s 7pm-12am :30 1 \$6,000.003 0.00 NM \$6,000.00 Olympics Primetime OLY WEEKEND PRIME End Date Weekdays Start Date Spots/Week Rate Rating 07/29/12 ----5 Week: 07/23/12 1 \$6,000.00 0.00 E31 KSNV 07/29/12 07/29/12 Olympics Late News 3 CM 11pm-12:35am :30 2 \$1,000,007 0.00 NM 2 \$2,000.00 Late News during Olympics **OLY LATE NEWS** Start Date End Date **Weekdays** Spots/Week Rating <u>Rate</u> Week: 07/23/12 07/29/12 2 \$1,000.00 0.00 E 32 KSNV 07/29/12 07/29/12 Olympics Daytime Weel@M ----S 4am-6pm :30 4 \$1,700,003 0.00 NM \$6,800.00 4 Olympics Daytime WEEKEND **OLY WEEKEND DAYTIME** Start Date End Date Weekdays <u>Rate</u> Rating Spots/Week Week: 07/23/12 07/29/12 ----S 0.00 4 \$1,700.00 N 33 KSNV 07/30/12 07/31/12 Olympics Daytime Week@M 9am-4pm MT----:30 1 \$1,200.003 0.00 NM \$1,200.00 Olympics Daytime Weekdays Weekdays Start Date End Date Spots/Week Rate Rating Week: 07/30/12 08/05/12 \$1,200.00 0.00 N 34 KSNV 07/28/12 07/28/12 News 3 Olympic Zone CM 7:30-8:00PM ----S-:30 \$750.002 0.00 NM 1 \$750.00 News 3 Olympic Zone Start Date **End Date Weekdays** Spots/Week Rating <u>Rate</u> Week: 07/23/12 07/29/12 \$750.00 0.00 N35 KSNV 07/26/12 07/26/12 Wake Up Early w/ Wagn@M 430a-5a ---T---:30 1 \$50.003 0.00 NM 1 \$50.00 Wake Up Early Wagners Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 --T---\$50.00 0.00

Totals 109 \$119,850.00